

# American Fruits

International Trade Journal  
of Commercial Horticulture

Circulating Throughout United States, Canada and Abroad  
Featuring Commercial Horticulture in all its Phases of  
Nursery Stock, Orchard, Landscape Planting, Distribution  
Published Monthly by American Fruits Publishing Co., Inc.

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ROCHESTER, N. Y., JUNE, 1916

Number 6

## THE PAINESVILLE NURSERIES



### The First Days of Summer

furnish many of the most thrilling and effective advertisements for future nursery trade.

They carry samples of our choicest goods directly to the attention and hearts of the people,—and Nature pays the freight.

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And

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# Directory of Horticultural Organizations

## HORTICULTURAL ORGANIZATIONS

**American Peony Society**—A. P. Saunders, Clinton, N. Y.  
**American Association for Advancement of Science**—L. O. Howard, Smithsonian Institute, Washington, D. C.  
**American Association of Park Superintendents**—J. J. Levison, Brooklyn, N. Y.  
**American Genetic Association**—G. M. Rommell, Washington, D. C.  
**American Pomological Society**—Prof. E. R. Lake, 2033 Park Road, Washington, D. C.  
**American Society of Landscape Architects**—Alling S. DeForest, Rochester, N. Y.  
**American Rose Society**—Benjamin Hammond Beacon, N. Y.  
**British Seed Trades Association**—Charles E. Pearson, Lowdham Notts, England.  
**California Walnut Growers' Association**—C. Thorpe, Los Angeles, Cal.  
**California Almond Growers' Exchange**—T. C. Tucker, San Francisco, Cal.  
**Eastern Fruit Growers' Association**—T. B. Symons, College Park, Md.  
**Georgia-Florida Pecan Association**—W. W. Bassett, Monticello, Fla.  
**International Apple Shippers' Association**—R. G. Phillips, Rochester, N. Y.  
**Mississippi Valley Apple Growers' Society**—James Handly, Quincy, Ill.  
**Missouri Valley Horticultural Society**—A. V. Wilson, Kansas City, Mo.  
**National Pecan Growers' Exchange**—W. P. Bullard, Albany, Ga.  
**National Nut Growers' Association**—W. P. Bullard, Albany, Ga.  
**Northern Nut Growers' Association**—Dr. W. C. Deming, Georgetown, Conn.  
**Ontario Fruit Growers' Association**—P. W. Hodgetts, Toronto, Canada.  
**Ornamental Growers' Association**—C. J. May, Rochester, N. Y.  
**Royal Horticultural Society**—Rev. W. Wilks, Vincent Sq., London, S. W., England.  
**Railway Gardening Association**—W. F. Hutchison, Sewickley, Pa.  
**Society for Horticultural Science**—C. P. Close, Washington, D. C.  
**Society of American Florists and Ornamental Horticulturists**—John Young, New York.  
**Union Horticole Professionnelle Internationale**—C. Van Lennep, The Hague, Holland.  
**Western Walnut Association**—H. V. Meade, Orenco, Ore.  
**Connecticut Nurserymen's Association**—President W. E. Campbell, New Haven; Secretary, F. L. Thomas, Manchester.

## AMERICAN ASSOCIATION OF NURSERYMEN

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**Program**—Lloyd C. Stark, Louisiana, Mo.

**Exhibits**—Albert F. Meehan, Dresher, Pa.

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**Finance**—John H. Dayton, John Watson, Theodore J. Smith.

**Publicity**—J. R. Mayhew, Lloyd C. Stark.

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**Legislation West of Mississippi River**—Peter Youngers, Geneva, Nebraska.

**Tariff**—Irving Rouse, Rochester, N. Y.

**Root Gall**—E. A. Smith, Lake City, Minn.

**Transportation**—Charles Siemore, Louisiana, Missouri.

## STATE AND DISTRICT ASSOCIATIONS

**American Nurserymen's Protective Association**—President, Irving Rouse, Rochester, N. Y.; Secretary, Thomas B. Meehan, Dresher, Pa. Meets annually in June.

**American Retail Nurserymen's Protective Association**—President, H. W. Marshall, Arlington, Neb.; Secretary, Guy A. Bryant, Princeton, Ill. Meets annually in June.

**Association of Oklahoma Nurserymen**—President, P. A. Vought, Holdenville, Okla.; Secretary, Parker, Tecumseh, Okla.

**British Columbia Nurserymen's Association**—President, W. C. Ricardo, Vernon; Secretary, Will A. Elletson, Vancouver.

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**Southern Nurserymen's Association**—President, A. I. Smith, Knoxville, Tenn.; Secretary-Treasurer, O. Joe Howard, Pomona, N. C.

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**Texas Nurserymen's Association**—President, Will B. Munson, Denison; Secretary-Treasurer, John S. Kerr, Sherman.

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## AMERICAN FRUITS MAGAZINE--June, 1916

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

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"AMERICAN FRUITS" will not accept advertisements that do not represent reliable concerns.

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### AMERICAN FRUITS PUBLISHING COMPANY, INC.

Ralph T. Olcott, Editor and Manager.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Orchard, Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

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This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents, as its name implies, the Fruits of America industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

123-125 Ellwanger & Barry Bldg., Rochester, N. Y.

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## Encyclopedia of Practical Horticulture



EDITED BY Granville Lowther and Wm. Worthing and 200 specialists who understand the needs of farmers west as well as east and who have no illusions about what you have to do to make your business pay.

\* Every phase of crop production and in particular the entire field of out door horticulture! Large space devoted to apples, pears, plums, cherries, peaches, all small fruits, nuts, melons, tomatoes, beans, all the vegetables from the standpoint of the small and large producer, flowering plants.

\* Important statistics of crop production. 156 pages of maps, charts, tables, spray formulae, spraying calendars, planting tables, gardeners tables, frost and rainfall, best sellers, soil requirements, fertilizers, and many others.

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American Fruits Publishing Co., 39 State St., Rochester, N. Y.

## **WATSON'S Apple and Pear Seedlings**

We have our usual supply of Apple Seedlings. They promise good, clean, heavy stocks. Season is very favorable so far. We are able to make close prices on orders placed early. We grade high and guarantee safe delivery. Our customers are our best advertisements. In 1914 we sold a firm 50,000 Apple Seedlings—in 1915 we sold them 100,000—in 1916 we sold them 150,000 and for next season we have their order booked for 400,000—"there is a reason." If not already a customer give us a trial order—we will show you the "reason."

Japan Pear Stocks. We are increasing our plant of these strong thrifty growing stocks. The Western and Southern growers are demonstrating their superiority over the French stocks. The supply last year was not sufficient to meet the demand. Get your orders in early.

**F. W. Watson & Co.**

Topeka, Kansas.

Apple and Pear Seedling Specialists.

# American Fruits

## Commercial Horticulture, Nurseries and Arboriculture

Entered August 4, 1904, at Rochester, N. Y., Post Office as second-class mail matter

Vol. XXIII

ROCHESTER, N. Y., JUNE, 1916

No. 6

### Program For the Milwaukee Convention

#### Best and Most Comprehensive Schedule For Work at Annual Meeting Ever Presented to American Association of Nurserymen--Admirably Arranged by General Subjects in Sections--Participants Wisely Chosen--Business From Start to Finish

##### PROGRAM

###### Section 1:

###### WEDNESDAY, JUNE 28TH MORNING

10:00 Invocation by Rev. C. S. Harrison, York, Nebraska.  
10:10 Address of Welcome, Mayor of Milwaukee.  
10:30 Response—(10 minutes)  
John Watson, Newark, N. Y.  
10:40 President's Address (30 minutes)  
E. S. Welch, Pres. A. A. of N., Shenandoah, Iowa.  
11:10 Secretary's Report (10 minutes).—John Hall, Secretary A. A. N., Rochester, N. Y.  
11:25 Treasurer's Report (10 minutes).—Peter Youngers, Geneva, Neb.

###### Section 2: (The New Organization)

11:35 "A Greater American Association of Nurserymen" (20 minutes)—By J. R. Mayhew, Waxahachie, Texas.  
11:55 "The Value of Membership in the American Association of Nurserymen" (10 minutes).—By Henry Chase, Chase, Alabama.  
12:05 "A Practical Business Meeting of Business Nurserymen." (10 minutes).—W. H. Wyman, North Abington, Mass.  
12:15 Discussion (20 minutes).  
John Dayton, J. B. Pilkington  
E. H. Balco, Theodore J. Smith  
12:35 Announcement by Entertainment Committee, T. J. Ferguson of Wauwatosa, Wisconsin, Chairman.  
12:45 Adjournment.

###### AFTERNOON

Section 3: (Trade Matters)  
Executive Session (Closed doors, for members only)  
1:45 Report of Legislative Committee (30 minutes).—East, Wm. Pitkin, Rochester, N. Y.; West, Peter Youngers, Geneva, Nebr.  
2:15 "Review of Work of Counsel for A. A. of N. During the Past Year, and Recommendations for the Future." (20 minutes).—Curtis Nye Smith, Counsel A. A. of N., Boston, Mass.  
2:35 Discussion (25 minutes).—Led by Wm. Pitkin, Peter Youngers, J. W. Hill, Orlando Harrison, Thomas B. Meehan, F. H. Stannard, H. D. Simpson.  
3:00 Transportation Committee's Report (15 minutes).—Chas. Sizemore, Chairman, Louisiana, Mo.  
3:15 Discussions (15 minutes).—L. A. Berckmans, John Dayton, W. C. Reed, O. Joe Howard.  
3:30 "Who Shall Receive Trade Prices" (10 minutes).—John Dayton, Painesville, Ohio.  
3:40 Discussion (20 minutes).—T. J. Ferguson, William Pitkin, Guy Bryant, Theodore J. Smith, R. J. Bagby, E. S. Osborne.

4:00 "A Safe, Non-warranty Clause for Nurserymen" (10 minutes).—Luther A. Breck, Lexington, Mass.  
EVENING

Important:  
\* The State Vice-Presidents meet at 7 p. m. Members from each State are urged to consult together and name their choice for State Vice-President.  
7:30 Meeting of American Nurserymen's Protective Association.—Thomas B. Meehan, Secretary.  
8:30 Meeting of American Retail Nurserymen's Protective Association.—Guy A. Bryant, Secretary.

###### THURSDAY, JUNE 29TH MORNING

Section 4: (Overproduction Problems)  
Executive Session—(Closed doors, for members only).  
10:00 "Statistics and Propagation Plans—the Real Remedy for Cut-throat Sales Methods and Big Brush Piles" (10 minutes).—John Watson, Newark, N. Y.  
10:10 Discussion—(30 minutes).—C. M. Hobbs, Frederick L. Atkins, J. Edward Moon, John P. Rice, E. W. Chattin.  
10:40 "Tariff." Report of the Committee (10 minutes).—Irving Rouse, Chairman, Rochester, N. Y.  
10:50 "Are Higher Duties Desirable?" (30 minutes).—Discussions by George C. Perkins, John Dayton, George C. Roeding, Frank Weber, Thomas B. Meehan.

###### Section 5: (Publicity) (Open Session)

11:20 "Fair Play Nursery Advertising" (10 minutes).—Frank B. White, Managing Director, Agricultural Publishers' Association, Chicago, Ill.  
10:30 "Cheaper, More Productive Advertising." (10 minutes).—E. H. Favor, Managing Editor Fruit-Grower, St. Joseph, Mo.  
11:40 "Co-operative Nursery Publicity." (10 minutes).—J. Horace McFarland, Harrisburg, Pa.  
11:50 "Practical Publicity Plans for the A. A. of N." (10 minutes).—Jefferson Thomas, Jacksonville, Florida.  
12:00 Discussion. (30 minutes).—J. R. Mayhew, Henry B. Chase, W. H. Wyman, W. F. Bohlender, Frederick L. Atkins, E. P. Bernardin.  
12:30 Adjournment.

###### AFTERNOON

###### Section 6: (Miscellaneous) Election of Officers

1:30 "A Practical Cost System for Nurserymen." (20 minutes).—Hugo Kuechenmeister, Farm Management Department of the University of Wisconsin.  
1:50 Discussion. (30 minutes).—C. A. Krill, Kalamazoo, Mich.; C. C. May-

hew, Sherman, Texas; John Watson, Newark, N. Y.; C. J. Maloy, Rochester, N. Y.; A. F. Meehan, Dresher, Pa.

2:20 "Proper and Uniform Bunching, Packing and Handling of Nursery Stock." (10 minutes).—Herbert Chase, Delta, Colo.  
2:30 Discussion. (20 minutes).—D. S. Lake, T. O. Ilgenfritz, W. J. Maloney, W. T. Hood, Richmond, Va.  
2:50 Report of State Vice-Presidents.  
3:20 "A practical Members' Collection Bureau."—Curtis Nye Smith, (followed by general discussion).

###### FRIDAY, JUNE 30TH

###### MORNING

###### Section 7: (Inspection Matters)

9:30 Executive Committee Recommendations on Uniform Trade Terms for Members of the American Association of Nurserymen.—Henry B. Chase, Members of Executive Committee. (10 minutes).  
9:40 Discussion. (10 minutes).—John Dayton, Thomas B. Meehan, J. W. Hill, H. D. Simpson, Milton Moss.  
9:50 "Present Status of the Uniform Horticultural Inspection Bill." (10 minutes).—Prof. J. G. Sanders, Entomologist and Chief Nursery Inspector, University of Wisconsin, Madison, Wis.  
10:00 "Co-operation with the Entomologists." (10 minutes).—L. A. Berckmans, Augusta, Ga.  
10:10 "White Pine Blister Rust Quarantine." (10 minutes).—Prof. F. L. Washburn, State Entomologist, St. Anthony Park, Minn.  
10:20 Discussion. (30 minutes).—William Pitkin, Peter Youngers, Curtis Nye Smith, M. R. Cashman, Thomas B. Meehan, Theo. J. Smith, Prof. J. G. Sanders, George A. Marshall, Prof. E. Lee Worsham, State Entomologist, Atlanta, Ga.

###### Section 8: (Miscellaneous)

10:50 Report of Nomenclature Committee. (10 minutes).—J. Horace McFarland, Chairman, Harlan P. Kelsey.  
11:00 "Accepted Horticultural Names—Will Arbitrarily Adopted Names Supersede Those in Common Use?" (10 minutes).—Prof. L. H. Bailey, Ithaca, N. Y.  
11:10 Discussion. (20 minutes).—Prof. E. R. Lake, D. S. Lake, John Dayton, W. W. Hoopes.  
11:30 Report of the Committee on Root Gall. (10 minutes).—E. A. Smith.  
11:40 Question Box. (20 minutes).—Led by J. W. Hill, Des Moines, Iowa.  
12:00 Unfinished Business.  
Resolutions.  
Adjournment.

Just say you saw it in AMERICAN FRUITS.

# A Prime Benefit of the Reorganized A. A. N.

Co-ordination and Solidarity—J. R. MAYHEW Before Western Association of Nurserymen

Another of the benefits which will come to the organized nursery interests by reason of the plans adopted at Detroit is solidarity of purpose. Today as not heretofore in the history of the association the organization is truly representative of the nursery interests of America, and not only is this true but it is the organization of the country. It is a well-known fact, and I say this without criticism of any of the other organizations, that in the multiplicity of organizations there is strong probability of jealousies and resultant conflict. Today as not heretofore in the history of our business, we look to the American Association of Nurserymen for initiative and for guidance in all matters—as the one organization where all of our interests merge, and to all other district and state organizations as auxiliary to the American Association. I think this position is correct and because we happen to live in the South or the West is little reason why our aim should be to make our particular organization separate from rather than auxiliary to one big representative association.

In rewriting the constitution and by-laws of the American Association at Detroit, then, the aim of the committee of twelve was to make this association so entirely representative of the nursery interests of the United States that there would not in the future be occasion for jealousies, and no occasion for conflict. These, to my mind, are some of the benefits that have, to some extent already, and which will in the future accrue to the nursery interests by reason of the reorganized American Association.

Our relations as a Western Association of Nurserymen are, as I have already stated, correlative. The leading nurserymen of the Western Association, those who have been responsible for its existence in the past and those who will be responsible for its existence in the future, are also members of the American Association, and, I take it, are in hearty accord with the plans inaugurated last June at Detroit. The same



City Hall, Milwaukee

thing is true of the Southern Association, and is largely true of all state organizations. This being the situation, I can see no reason why it should not be the aim of this and all other auxiliary organizations to make the American Association of Nurserymen first in its affections.

#### RELATION OF DISTRICT ASSOCIATION

As the matter now stands, to further illustrate, the majority of officers of the American Association are members of the Western Association, hence I take it that we, as a Western Association, have today not only a great interest in what the present administration hopes to accomplish but, because of this fact, we have a greater pride in the American Association than we could have otherwise. Our relation, then, as Western Association of Nurserymen, is to contribute of our money and our time toward working out plans that have been and which will be inaugurated, realizing that the benefits which will accrue to the members of the Western Association will be greater than would be possible to hope

for otherwise. The Western Association has in the past and will continue to render valuable service to the nursery interests of the great west and southwest. The same thing is true of the Southern Association and of our numerous state organizations, but it is not too much to expect that all of these different organizations will fall squarely into line with the plans inaugurated at Detroit and endeavor, by every known means, to make the American Association of Nurserymen the most effective, efficient organization possible. Any other position we might take would smack of sectionalism, and nurserymen are too big to allow any feeling of sectionalism to creep into their affairs.

#### Good Form of Publicity

Secretary F. R. Duncan of the Nebraska Horticultural society issued a statement directing the attention of the public to the proper trees to plant on Arbor day. He said. "The list of forest and shade trees which are sure to grow rapidly in all sections of the state, are given as elm, ash, soft maple, black walnut, Carolina poplar, honey locust, Osage orange, box elder, cottonwood, Norway poplar, black locust, Russian mulberry, particularly adapted to eastern counties and catalpa speciosa for the western counties.

"Of the evergreens the Black Hills spruce, jack pine, ponderosa pine, Austrian pine, pungens and Colorado blue spruce are particularly recommended.

"Quick growing trees—Golden poplar, sycamore, soft maple, tulip cucumber tree, American linden, catalpa speciosa, white birch, Kentucky coffee tree and jack pine."

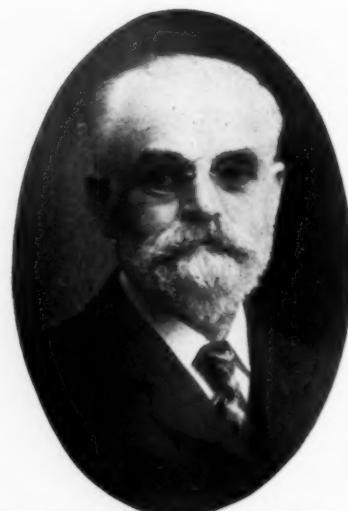
Under the new horticultural inspection law, passed by the last Wisconsin legislature, J. G. Sanders, state entomologist of the department of agriculture, is establishing, for the first time in the history of the cranberry industry in Wisconsin, inspection of cranberry vines. The state entomologist is requiring inspection of vines offered for sale for propagation, and vines which are to be moved to a new location for starting cranberry bogs.

Just say you saw it in AMERICAN FRUITS.

## Men of the Hour—“American Fruits” Series



E. S. WELCH, Shenandoah, Ia.  
President American Association of  
Nurserymen



JOHN HALL, Rochester, N. Y.  
Secretary American Association of  
Nurserymen



JOHN WATSON, Newark, N. Y.  
Vice-Pres. American Association of  
Nurserymen

# Good Cheer from the Secretary's Office

JOHN HALL, Rochester, N. Y.



Jones Island, Milwaukee



Milwaukee River, Milwaukee

A spirit of true co-operation appears to have laid hold of the members of the American Association of Nurserymen, and the forty-first convention to be held in Milwaukee, June 29th and 30th, will average in attendance any former gathering of the representatives of the nursery trade. With the adoption of the new constitution at Detroit last year a general revival of determination to place the organization on a higher plane than it has ever before attained was manifest.

At the coming convention a report by Curtis Nye Smith, Boston, Mass., who was appointed counsel of the Association, will consist of a review of his work for the past year and of recommendations for the future; and the various papers to be read will all breathe the same spirit of effort to raise the moral and commercial ethics of the organization. The intention is to make a membership in the American Association a guarantee of all that is honest in the carrying out of contracts, the stock handled, and in general business conduct. The dealer who follows the "gold brick" methods and whose representations either to customers among the public or with his brethren in the trade, is to reform or suffer elimination from the Association.

The quality of the program for the Milwaukee meeting, in variety of topics and discussions, surpasses anything ever before presented to the nurserymen, and the sessions will be full of life and profit. The receipts for membership dues are more than

double those of any previous year, and the correspondence accompanying renewals indicates satisfaction with the new constitution.

The address of the secretary is: John Hall, 204 Granite Building, Rochester, N. Y.

### To Sojourning

#### NURSERYMEN:

#### HORTICULTURISTS:

*When in Rochester, N. Y., the hub of the Western New York Nursery and Orchard districts, make your headquarters at the offices of the American Fruits Publishing Company, 121, 123, 125 Ellwanger & Barry building, 39 State street, in the heart of the city, from which easy communication may be had by telephone or by electric or steam cars directly with any point in the city or surrounding towns.*

*Have your mail directed to above address when contemplating a trip to Western New York.*

### NOTICE

**This is to notify the public that H. E. Butler is no longer in any way connected with our firm, and we will not be responsible for any obligations that he may incur.**

**KIMBERLY NURSERY COMPANY  
KIMBERLY, IDAHO**

### J. R. Mayhew Undergoes Operation

Editor American Fruits:

J. R. Mayhew, of Waxahachie, Tex., president of the Waxahachie Nursery Co., was operated upon for appendicitis with other complications on May 12. C. C. Mayhew, his brother, has been with him and reports favorable progress. A telegram today (May 17) states he is doing well.

JNO. S. KERR.

Sherman, Tex.

A nurseryman received the following letter in the regular course of business:

"I expected to plant an orchard this year, but have decided to postpone it until next year on account of this being leap year. I am told that if I plant it this season I cannot depend on a crop except once in four years after the orchard comes into bearing." Commenting on this the Rural New York says: "No doubt about it—this man was in earnest and really thought this was so. Here is a new application of the leap year privilege which nurserymen will not appreciate in this year's trade! Some one says he would like to see this man's wife!"

The Stark Brothers Nurseries and Orchard Co., Missouri corporation with \$1,000,000 capital and \$6,000 interest in Wisconsin, has filed a statement for license to do business in Wisconsin.

An Illinois cherry orchard of over 1,400 trees is being equipped with 100 mulberry trees to fool the birds. The birds like the mulberries best. The scheme is to get on the good side of the birds.

## Men of the Month—"American Fruits" Series



**T. J. FERGUSON, Wauwatosa, Wis.**  
Chairman Committee Arrangements  
Milwaukee Meeting



**J. R. MAYHEW, Waxahachie, Tex.**  
Chairman Executive Committee, A. A. N.



**LLOYD C. STARK, Lousiant, Mo.**  
Chairman Program Committee, Milwaukee  
Meeting

# A Prophecy About To Be Fulfilled

The prophetic utterances of Chairman Mayhew of the executive committee of the American Association of Nurserymen, published in the January issue of *American Fruits*, are as full of interest and confident assurance of betterment in nursery trade conditions generally as they were six months ago.

In view of the first anniversary of the important steps taken at the Detroit convention we think it timely to reproduce his comments on that of another representative progress in nursery leader, D. S. Lake. Said Mr. Mayhew:

When adjournment was had at Detroit the nurserymen carried home with them a feeling of optimism such as had not characterized a meeting for many years. I believe that this spirit of optimism was worth all that the Detroit convention cost and I believe that upon this foundation we are to build a more serviceable organization. I was impressed with a statement that came from one of the western nurserymen, and by the way, one of the most prominent nurserymen in the United States, that in his opinion the Detroit convention had accomplished more than had been accomplished in the past twenty years. I do not know the value, and do you, the opinion of D. S. Lake as I do that of few men, and to have him bear testimony to what had been accomplished, together with many others stimulated me to believe the Detroit convention had been worth while.

We have urged as vehicles for progress, Education and Publicity. This is what Mr. Mayhew said six months ago, and it touches directly that other point upon which we have borne down hard—Moral and Commercial Ethics of the Trade.

But I feel sure that what you want me to tell you is what can we, as nurserymen, reasonably expect in the way of benefits from the reorganization. As I have intimated to you, this is destined to be a long drawn out fight, and the basis of all we may hope to accomplish must be education. I therefore believe the most important thing we have to do this particular time is to inaugurate a vigorous and intelligent campaign along the lines of publicity. The people, who are densely ignorant concerning our business, and who are bent on discriminating against inferior methods and inferior articles, and in favor of the nurseryman whose business is built upon service, in my mind there is no way to

## "THE COMMITTEE OF TWELVE"

Representative Nurserymen Who Framed Constitution and By-Laws of American Association of Nurserymen at the Memorable Convention In Detroit in 1915

**J. R. MAYHEW** . . . . . **Texas**

<b>John Watson</b>	.....	<b>New York</b>	<b>Theodore J. Smith</b>	<b>New York</b>
<b>J. W. Hill</b>	.....	<b>Iowa</b>	<b>Robert C. Chase</b>	<b>Alabama</b>
<b>E. S. Welch</b>	.....	<b>Iowa</b>	<b>F. H. Stannard</b>	<b>Kansas</b>
<b>Robert George</b>	.....	<b>Ohio</b>	<b>T. J. Ferguson</b>	<b>Wisconsin</b>
<b>Peter Youngers</b>	.....	<b>Nebraska</b>	<b>W. C. Reed</b>	..... <b>Indiana</b>
<b>Abner Hoopes</b> .. <b>Pennsylvania</b>				

reach the shyster except to turn on the search light—to reach him through public opinion. Just how long it will take to accomplish this is the question, and I am candid enough to say to you that I believe when this is accomplished you and I will have been gathered to our fathers many years, but I am also led to hope the work we have inaugurated will be carried on after we have passed away. Through this campaign of publicity not only will methods that are unfair and shyster be exposed, but planting will be stimulated, therefore the demand of our products will be increased. Just what will best serve our purpose in this matter and at this time is probably open to discussion. It is a settled fact in my own mind, however, that the executive committee can at this time well afford to engage the services of an expert publicity man who shall, under the direction of the executive committee keep favorably before the reading public the nursery interests of America. I believe that the money so expended would be the best money your officers could spend and that the results would, in every sense, be satisfactory. I therefore say to you without hesitation that one of the benefits to be derived from the reorganized American Association of Nurserymen is that of an aggressive campaign for publicity.

Nursery stock of the value of \$22,141 was invoiced at the Belfast, Ireland, U. S. consulate for export to the United States in 1914; in 1915, \$19,399.

## General Counsel's Office A. A. N.

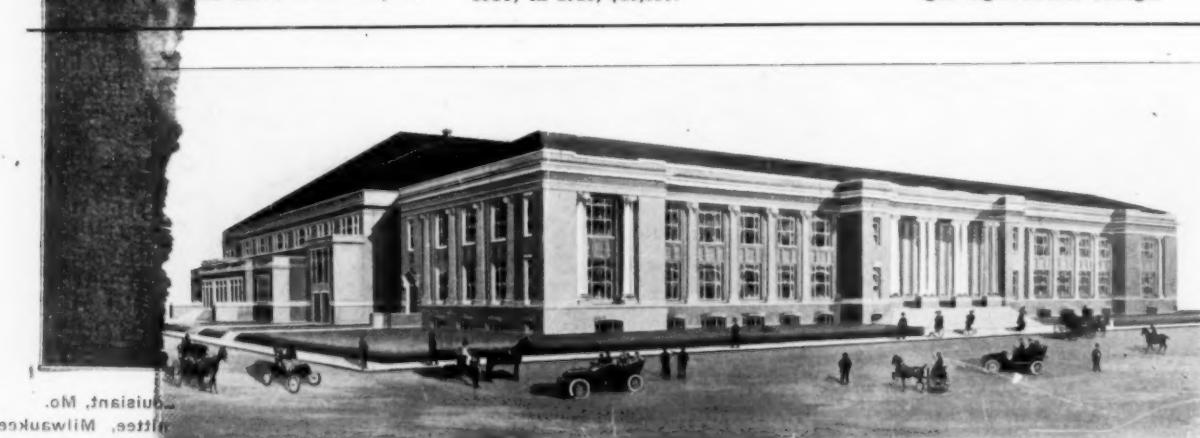
### BULLETIN

The Federal Horticultural Board, U. S. Department of Agriculture, has just issued (May 15, 1916) Rules & Regulations Governing the importation of nursery stock into the U. S. effective July 1, 1916, and superseding all former rules. The most important change is the provision that permits to import nursery stock from countries which maintain nursery stock inspection, and permits to import orchids and tree seeds from countries which do not maintain nursery stock inspection, instead of being reissued each year, will be valid until revoked.

**CURTIS NYE SMITH.**  
Boston, Mass.

During April the following nursery concerns in Minnesota sent in as members of the Minnesota Horticultural society, the number of names listed: Red Rock Nursery, Newport, 2; Lonsdale Nursery, Lonsdale, 4; Andrew's Nursery Faribault, 29; Madison Nursery, Madison, 5; Strand's Nursery, Taylor Falls, 12; Howard Lake and Victor Nurseries, Howard Lake, 1; Alexander Fruit and Poultry Farm, Alexander, 2; Dunsmore Nursery, Olivia, 2; Wilmerding's Nursery, Freeport, 2; Taylor's Nursery, Eagle Bend, 2; Pioneer Nursery, New Ulm, 2.

Sherman Nursery Co., Charles City, Ia., has added a landscape department under the direction of A. D. Badour of the Michigan Agricultural college.



Milwaukee Auditorium, Milwaukee

## WHAT ARE YOU DOING ABOUT YOUR NEW CATALOG?

THE conditions in the paper and color markets are serious: certain grades of printing-paper cannot be obtained, others can be secured only with difficulty and at greatly increased prices. Many of the important colors used in printing-inks are absolutely out of the trade. Other items that enter into the making of catalogues have almost disappeared from the market, with the usual result of a price advance that means a corresponding increase to the buyer of printed matter.

Added to these difficulties is another: orders for paper and colors *may* be accepted, but without a delivery date. In effect, the manufacturers say: "Pay our price, and take the goods when you can get them."

This is the situation that confronts the *ordinary* printer. He hasn't been in a position to anticipate the needs of his customers—and those who want to be his customers.



Long ago we saw what was coming; we looked ahead and made arrangements to give our customers the same good and prompt service that has always characterized our organization. We can take care of our regular customers, and will make every effort to care for others who will get in touch with us at once.

Just go back in a corner, by yourself, and talk over the situation like this: "Let's see. Paper has been going up and is going yet; those fellows across the pond have 'raised Cain' with the ink business; engravings cost more; type metal is going—Oh, what's the use? I'll see McFarland at the Convention and arrange with him to make my 1917 catalogue. I know that I will be sure of getting what I want just when I want it."

If you want distinctive printed matter during the coming year, we shall be able to take care of your needs, but suggest that you see the McFarland representative at the Convention in Milwaukee or Chicago; or, better still, write us today.

Badge No. 8 { J. HORACE McFARLAND  
O. P. BECKLEY

J. HORACE McFARLAND COMPANY  
HARRISBURG, PA.

## FAIR LADY PROSPERITY KNOCKS AT YOUR DOOR

**T**HERE is more money in the country this year than ever before. Farmers have received fair prices; manufacturers have sold their goods at a profit; the wage-earner has had a full envelope.

More people are interested in planting their home-grounds, for they have learned that shrubs and trees make their places worth more in cold cash, besides adding to the comforts and pleasures of life and improving the community.

Acute factory managers are awake to the fact that pleasant surroundings make happier and more efficient workmen. Farmers who watch the markets know that fruit-growing gives a steady income, and each year the wise ones are turning up the sod with plow or powder and planting an orchard.

### A Part of this Trade Belongs to You

This year Prosperity knocks at the nurseryman's office-door. Are you going to get up and let her in, or "watchfully wait" for another year?

You *can* get a fair share of this business, if you go after it with aggressive advertising that is planned to reach the "first-time" planter as well as keep in touch with the man who intends to increase his planting. We know the mediums that should produce results for you; we know how to prepare the copy for the newspaper, the magazine, the catalogue, and follow-up. Our trained organization plans and produces the essentials of a complete campaign.

### Let Us Help You Get Your Share

We have proved that the methods of The McFarland Publicity Service have produced more business for a given sum invested than has been obtained by ordinary means. We can do things for *you* too; but we ought to begin soon, for it takes time to plan a successful advertising campaign. Write us, sending copies of your former advertisements, catalogues, and follow-ups. Tell us the amount you have expended annually (confidentially, of course). We will submit a plan involving no greater investment, but which we believe will yield large immediate returns and an increased number of prospects.

Badge No. 7 { J. HORACE McFARLAND  
E. FRED ROWE

**THE McFARLAND PUBLICITY SERVICE  
HARRISBURG, PA.**

## Condition of Nursery Crops In France

Jacques Courtine, representing Bremond Freres, Ollioules; L. Clause, Bretigny and E. Turbat & Co., Orleans, who favored us with a call May 15, says general business conditions in France on account of the war are rather dull due principally to lack of labor, all available Frenchmen having been called to the colors. The older men, women and children are unable to properly care for the seed, bulb and nursery crops and in the south the Italian workmen, who rendered material assistance last year have returned to their own country for military service. On account of this labor shortage a portion of the French bulb crop will remain in the ground unharvested.

In general, says Mr. Courtine, while the prices are higher than those of last year, they are not prohibitive and everyone concerned hopes for their return to normal with the early close of the war.

The prospective transportation facilities from France to the United States are fair. The Fabre line from Marseilles will have boats available for the bulb trade in July and August and the freight is said to be only about 50 per cent. higher than the prices ruling before the war. From Havre and Bordeaux, although both these ports are much congested, it is easier to send goods to the United States than to receive them from other countries and the freight rates have not advanced to such an extent as the freights from the United States to Europe.

Lumber at present is high in France and for this reason the price of packing will be advanced about 50 per cent.

Under the direction of the Lockport, N. Y., Chamber of Commerce, growers in the Niagara Fruit Belt will meet in Lockport June 1-3 to consider fruit growing interests.

W. S. Hall of the Sunny Slope Nursery, Hannibal, Mo., offered early last month to give away 600 fruit trees of numerous varieties to students of the Central school who would promise to plant and care for them.

Close to 20,000 young fruit trees were sold to farmers in Wexford, Mich., during the first week of last month by the Wexford county farm bureau, the trees being distributed at their actual cost.

Grand Rapids schools last month received 75 trees from the forestry department of Michigan Agricultural college for Arbor day plantings in the school yards. In all, 5,000 white ash, sugar maple and silver maple trees were sent to the various schools of Michigan, the gift of the state to be used in beautifying school surroundings.

Nearly 150 men were employed last month at the D. Hill Nurseries, Dundee, Ill., in packing. Labor is not easily obtainable and an employment bureau in Chicago must be depended upon to some extent. Three laborers early last month, after drinking freely, created a disturbance which necessitated the call of a sheriff and posse. The men were arrested, fined and sent out of town and order was speedily restored.

The Hood River Apple Growers' Association has contracted its entire output of canning cherries to outside concerns for \$100 per ton which is an advance of \$20 per ton over last year for similar stock. The cherry crop this season will be considerably heavier than last year as a number of young trees have come into bearing in addition to the old orchards. The local box factories are now busy making cherry and strawberry crates preparatory to handling the crop. It is expected that the strawberry crop will approximate 125 carloads.

Just say you saw it in AMERICAN FRUITS.

Governor Whitman last month signed the bill appropriating funds for the construction of a new building at the New York State Agricultural Experiment Station in Geneva, N. Y., as the result of a conference in the governor's office at which were present Dr. W. H. Jordon, director of the station; Charles S. Wilson, commissioner of agriculture; John Hall, secretary Western New York Agricultural society; F. F. Lowell, master of the State Grange; W. N. Giles, secretary State Grange, F. M. Bradley, president New York State Fruit Growers' association; L. L. Morrell, chairman legislative committee, agricultural conference; F. R. Stevens, agriculturist, Lehigh Valley R. R. Co.; former Senator Fred Boshart, representing the executive committee of the New York Agricultural society; Senator Thomas B. Wilson and Assemblyman Wheeler. With the completion of the new building the entire experimental plant at Geneva will be rearranged. It is planned to install a library and museum in the new building, as there are many valuable works on agricultural and horticultural subjects and various specimens used in the work that need carefully to be cared for. At present no adequate provision is made for their safe keeping.

Goods which are persistently and intelligently advertised must maintain the highest standards of quality and must be distributed and sold by fair and honest methods. It has been frequently demonstrated that no amount of advertising will create a permanent demand for goods of inferior quality. It has been demonstrated, also, that square dealing with both retailers and consumers is essential to the success of any advertising campaign.

## Southern Nursery Co.

WINCHESTER, TENN.

1000 acres in nursery stock.  
Will have a surplus of Apple,  
Peach, Plum and Cherry,  
also a nice lot of Roses, Ever-  
greens, Shade Trees, Silver  
Maple, Norway Maple, Syca-  
more, Elms and Carolina  
Poplars.

Send us your want list for prices

## T. S. HUBBARD CO. FREDONIA, N. Y.

The longest established and best known growers of

## Grape Vines

And the LARGEST STOCK in the United States, including all the old and new varieties. The following in large supply:

Concord	Brighton	Green Mountain
Niagara	Eaton	Agawam
Worden	Diamond	Salem
Delaware	Pocklington	Lutie
Moore's Early	Woodruff Red	Campbell's Early

Also a large and fine stock of

## Currants:

Fay	White Grape	Black Champion
Cherry	Red Dutch	Black Naples
Versailles	White Dutch	Lee's Prolific
Victoria	North Star	Moore's Ruby

Also a fine stock of the President Wilder currant

## GOOSEBERRIES

A fine stock of leading varieties. One and two years

## BLACKBERRIES

An unusually large stock of root cutting plants of our own growing

Send for our Price List and new Illustrated Descriptive Catalogue

# Bright Business Conditions In Agricultural Circles

Nothing is heard these days of the "downtrodden farmers." The class is becoming extinct, since most farmers are riding around in automobiles, talking with their neighbors over the telephone and providing their families with luxuries which were never thought of a few years ago. Reports from the agricultural sections indicate that the purchasing power of these communities has greatly enlarged. They are buying good merchandise and paying for it. The country has had three successive record-breaking wheat crops, so there is nothing alarming about a 124,000,000-bushel reduction (from a year ago) in the government's April winter wheat forecast. If the 495,000,000 bushels yield indicated should be realized, the crop would far exceed that of any year prior to 1913. Everything will depend, of course, upon the reduction of spring wheat, but it is hardly probable that production this year will approach the mammoth yields of the last two or three seasons. The country cannot expect to raise bumper crops all the time, even in war years. The farmer has been engaged for a year past in paying mortgages, improving his living and in laying by a snug fund for a rainy day. Many of them have comfortable bank balances and are making considerable investments in high-grade securities.

\* \* \*

American railroads, according to the figures lately given out by the Interstate Commerce Commission, reported in February the largest operating income ever shown; that in the same month, the country's export trade exceeded by \$50,000,000 the previous high record total; and that the March bank clearings, for the country as a whole, were the largest of any monthly period in our history. It is noteworthy that neither high prices raw materials, nor fears of international complications have been thus far effective in materially checking business in the United States. A guarded optimism prevails and while commodity prices on April 1 were the highest ever known, the country is going ahead steadily, with unparalleled activity in certain industries.

T. Sakata, of Kanagawa, Japan, nurseryman, last month visited the nurseries and parks in Rochester, N. Y.; also the Arnold Arboretum, Jamaica Plain, Mass., comparing arboreta with those in his country.

## Water To Prevent Frost Damages

"We anticipate twice as many apples in the crop of 1916 as were obtained during 1915," said E. F. Stephens of Nampa, president of the Idaho horticultural board.

"The Manville Fruit company, near Boise, with a water right of 200 inches of water for 90 acres of orchard, find themselves able, on freezing nights, to flood a considerable portion of their orchard. This flooding with water moderates the severity of the cold wave, raises the dew point, and is quite effective in lessening harm under a moderate freeze.

"W. N. Yost, whose orchard lies between Boise and Meridian, found during the spring of 1914 that such portions of his orchard as had been irrigated before a severe freeze which came early in the days of May, and thus supported a free circulation of sap within the tree, escaped harm from cold wave, whereas an immediately adjoining tract, under his own care and which he had been unable to water, lost nearly the entire crop."

## Strawberry Man's Birthday

Lawrence Jones Farmer, of Maplewood Farms, a mile south of the village of Pulaski, Oswego county, N. Y., observed on May 1 the fiftieth anniversary of his birth.

A family dinner was served and during the day every caller was presented a hardy ornamental catalpa tree, which blossoms during "strawberry time."

When about 17 years old Mr. Farmer started in a modest way the strawberry and plant business, ordering his first plants of E. P. Rowe of Cornwall-on-the-Hudson, the novelist. An acre of strawberries was set out and the start made more than thirty-three years ago has been continued until it has become one of the most extensive small fruit nurseries in the country.

After graduating from Pulaski academy, Mr. Farmer was a teacher in the district school four terms. For several years he was a lecturer on small fruit culture at farm's institutes throughout the state. He is author of "Farmer on the Strawberry," which has reached its third edition, and about three years ago wrote a booklet on "Fall Bearing Strawberry Secrets" for The Farm Journal. About six years ago Farmer introduced the fall-bearing strawberry, which attracted state-wide attention.

## To Fight Rust Diseases

According to statement just issued by Dean Hugh P. Baker of the State College of Forestry at Syracuse, studies will be carried forward this spring and coming summer to determine the most effective methods of control of the various rust diseases affecting forest trees. It is estimated that 70 per cent of the standing trees in the Adirondacks are affected by some fungus disease. The College of Forestry is organized in part for investigative work in forestry and will continue studies of the diseases of forest trees which it began two years ago.

Congress in passing the Emergency appropriation bill included an item of \$20,000 to aid in the investigation and eradication of rust diseases in the United States. It is expected that an item of \$30,000 will be incorporated in the Regular Appropriation bill. The first appropriation by Congress will give opportunity for co-operation in the various states and New York will profit with the other states and will be able to carry forward both investigative and control work. Whether the disease can be controlled effectively is yet to be determined. Many thousands of dollars were spent in studying and attempting to control the Chestnut Blight which destroyed chestnut trees and chestnut forests in a number of Eastern States, and yet the Chestnut Blight is not eradicated and may continue to work until natural causes force it to become an unimportant disease which may again break out during the next 25 or 50 years. Experience in Europe has shown that methods of forest management are probably the only way to control serious devastation by insects and fungi.

The Connecticut Agricultural college gives this advice to planters: "The prospective buyer of fruit trees often asks two questions: first where and of whom shall I get my trees, and secondly, are southern grown trees as good as those grown nearer home. To the first question we answer, purchase your trees from any reliable nurseryman whom you or your neighbors know. Second, it makes little or no difference where trees are grown as long as you get a first-class tree."

JUST SAY YOU SAW IT IN AMERICAN FRUITS.



Junea Park showing Lake Michigan, Milwaukee

## BRIDGMAN NURSERY CO.

F. C. STAHELIN &amp; SON, Proprietor

Wish to announce that we will be glad to hear from you this coming season in regards to anything you may want in our line. We are the Michigan Headquarters for Raspberry, Blackberry and Strawberry Plants. Buy them from first hands and get what you want.

We will have one of the largest stocks of Everbearing Strawberry Plants in the U. S. Superb, Progressive and Americus. Standard Strawberries of all the leading varieties. In any quantity. A distinctly superior class of plants.

Raspberries both Black and Red.

T. Rooted and Transplants Cuthbert, King, Miller, Cumberland, Kansas and Gregg predominating.

Blackberry Plants.

Eldorado, Mersereau, Blower and E. Harvest

BRIDGMAN NURSERY CO., Bridgman, Mich.

## EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties in our experimental grounds not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out. THE GARDNER NURSERY COMPANY.

Drawer 102, Osage, Iowa

## Grape Vines

If you are in the market for fancy stock I have it

Concord, Moore's Early and Niagara in large quantities

Fairfield Nurseries (CHAS. M. PETERS) SALISBURY, MD.

**SCARFF'S NURSERY**  
Headquarters for Small Fruit Plants

1200 Acres

At It 25 Years

Strawberries Currants Rhubarb  
Raspberries Gooseberries Asparagus  
Blackberries Grape Vines Horseradish  
Dewberries Privet Hardwood Cuttings

100,000 transplanted raspberry, blackberry and dewberry plants for retail trade. See wholesale list before placing your order.

W. N. SCARFF, New Carlisle, O.



P. D. BERRY, Wholesale Nurseryman, is offering:

Black, Red, Purple and Yellow Raspberry, Blackberry, Dewberry, Gooseberry, Currants, Gooseberry rooted layer plants, Rhubarb, Horseradish, California Privet, Barberry THUNBERGII, Peonies, Black Currant Cuttings, Spiraea, fifty thousand Black Currants one and two years, Raspberry transplants, etc. Stock in storage. Can ship any time.

Quotations furnished by letter

Dayton,

P. D. BERRY

Ohio

## R. B. GRIFFITH

FREDONIA, N. Y.

## Grape Vines, Currants and Gooseberries

Large Quantities for the Coming Season's Trade

## Heavy Vines for Retail Trade

Send in Your List for Net Prices

## Strawberries

Summer and Fall Bearing  
Headquarters for Raspberry, Currants and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, Gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Crates, Baskets. Catalog free.

L. J. Farmer, Pulaski, N. Y.



## Hathaway's Berry Plants

Lake Co. Ohio Grown

The Leading Varieties including Fall bearers

You cannot buy better even though you paid more

Owing to the backward spring, probably less than sixty per cent of Root Cuttings and Transplants were put out as were grown last season throughout the country. GET WISE while the growing is good and CONTRACT NOW with

Wick Hathaway's Berry Plant Nursery  
Madison, Ohio

"A paper which gives the best value to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view." —H. Dumont, Chicago, Ill., in Printer's Ink.

## WE ARE

Largest Growers in America

## OF Grape Vines

Other Specialties: Gooseberries, Currants

and other

## Small Fruits

Introducer of the 3 Standard Fruits

Campbell's Early The Best Grape

Josselyn - - The Best Gooseberry

Fay - - - The Best Currant

Our supply of above varieties is always less than the demands upon us before shipping seasons close.

High grade stock, grown and graded to our own standard, which we originated and adopted many years ago. We shall be pleased to supply your wants.

The JOSSELYN NURSERY CO.,  
FREDONIA, N. Y.

## Foster-Cooke Co.

NURSERYMEN

FREDONIA, N. Y.

GROWERS OF

## Grape Vines, Gooseberries, Currants

Our stock never looked better. Send us your list of wants. Our prices are right.

We grow our Stock up to Quality and Grade, not down to a price. Nevertheless, our prices are always in line. You can't afford to pay less, and there's no sense in paying more. If you are pleased with what you have been getting, you will be better pleased with our stock. Write for catalogue.

# American Fruits

## The Nursery Trade Journal

Nurseries, Arboriculture,  
Commercial Horticulture

Bristling with unique and exclusive features.  
Every issue a special number. Only national  
publication. The Practical Horticulturist's Newspaper.

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Chief International Publication of the Kind

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One year, in advance	\$1.50
To Foreign Countries, and Canada	2.00
Single Copies	.15

Advertisements should reach this office by the 15th of the month previous to date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

### ROCHESTER, N. Y., JUNE, 1916

"Horticulture in its true sense is the art of cultivating tree fruits, small fruits, vineyards, nut trees, flowers, ornamental shrubs, trees and plants and all kinds of vegetables. Horticulture is one phase of agricultural activity that is not only necessary for the support of mankind by furnishing fruits and vegetables for his consumption, but tends to make his life more enjoyable by giving him flowers, shrubs and trees to decorate his home, both indoors and out."—Nebraska Horticulture.

### Business From Start to Finish

Attention is particularly directed to the fact that in the arrangement of the Milwaukee program Chairman Stark has provided amply for discussion of the wholesale price and related questions. We have emphasized the great importance of this matter.

Mr. Stark has endeavored to place all the subjects and the discussions in regard to all the features of the program, will work hands of men who, it is believed, will work hard for the betterment of the entire membership of the association. From first to last he has endeavored to place before the members subjects that vitally affect the business interests of all nurserymen. It is a practical business program from start to finish.

One of the many excellent features of the program is the arrangement of the sessions. The heart of each day, with the exception of Friday, is to be devoted to business; that is as it should be; that is what the majority of the nurserymen want; that is what the convention is primarily held for. The evenings and the afternoon of Friday are left for social entertainment features. It will be noted that the morning sessions do not begin until 10 o'clock. It has been found impractical to call the members together at an earlier hour. This arrangement affords time before each morning session for the visiting which rightfully is practiced despite all arrangements to the contrary and which is one of the most valuable features of the annual meeting.

Chairman J. R. Mayhew, of the executive committee of the American Association of Nurserymen, has undergone an operation for appendicitis. It is hoped he will be able to attend the Milwaukee convention. He was reported on May 17 to be doing well. The operation was performed on May 12.

### The Program a Strong Magnet

Every indication points to an exceptionally interesting and highly profitable convention of the American Association of Nurserymen in Milwaukee, June 28, 29, 30. Thanks to the progressive spirit which manifested itself with a suddenness which almost took away the breath of conservative members one year ago in Detroit, the Association has something to offer this year which will make it well worth the time and money necessary for attendance at the meeting.

We have urged in season and out of season attendance at the annual conventions of the national association on the ground that if nothing more than the opportunity to renew acquaintances were enjoyed the trip would be well worth while.

But this year the stage is set for a continuous performance which promises to make former gatherings pale almost into insignificance.

President Welch and his official staff and the executive committee, with the general counsel and the able committees have been busy since the 1915 convention in the development of the broader plan provided for in Detroit. Much has been done in the interest of the Association in the interim.

The results will be aggregated for the congratulation and marked encouragement of the members of this month's gathering. It will be well worth while for every nurseryman in the country who can do so to be at the Milwaukee meeting. We say this with the greatest confidence.

Yet this is by no means all. As a fitting climax to a fiscal year's efforts unsurpassed in the history of the Association, there has been prepared a program which we believe has never been excelled and has seldom been equaled in the record of any national trade organization.

*American Fruits* promptly and long ago recognized the surpassing ability of Lloyd C. Stark in the matter of program arrangement. His work in this regard in behalf of the Western Association of Nurserymen has been signally notable, as we have pointed out. We urged upon the American Association the desirability of programs of high merit and practical and comprehensive character for the annual meeting—programs which would compel attendance, prompt and steady, at every session.

President Welch knew well what to expect when he named Mr. Stark as chairman of the program committee. The result of Chairman Stark's work presented in this issue, is a model of the highest grade. It would seem to be the last word in nursery convention program production, for it would be difficult to point out where it could be excelled. Its mere perusal ought to determine at once the question of attendance at the convention. It is the best advertisement a nursery convention could have. Through *American Fruits* it will reach two thousand nurserymen of the entire country—the cream of the trade—and

many abroad. This fact should contribute materially to the matter of attendance.

Every nurseryman under whose eye this copy of *American Fruits* falls should read through the program for the Milwaukee convention as it appears on another page and then determine to be at Milwaukee on the convention dates, if it is at all practicable for him to be there. If not a member of the American Association he should present his application to Secretary Hall at once. Why not? There are more reasons in favor of membership than we have space here to enumerate. Is there a single reason against it? Surely not the one of cost; for it is not an expense. It is pre-eminently an investment for any man who makes the nursery trade his chief business. That category excepts no man who is primarily a nurseryman; for anyone who follows the nursery business as a vocation must make his living from it, and to do that well he needs American Association membership. He also needs a practical Nursery Trade journal. With this equipment he is in position to develop; otherwise he may stagnate or retrograde. He will at least avoid the latter condition easier.

### Is It To Early?

The close of another fiscal year in the annals of the American Association of Nurserymen finds a spirit of true co-operation among the members, as Secretary Hall well remarks. There is promise that the Milwaukee convention will have an attendance at least up to the average of recent years, and it may greatly exceed the record. It certainly ought to. We shall be surprised if there is not a manifestation of complete harmony regarding the progressive plans for the welfare of the national body. It was but natural that all should not think alike at the outset, when so radical an action as that in Detroit was taken. But radical action was just what was needed. As we have before said, the time will surely come, if it has not already, when practically every member of the Association will laud the result of the committee which labored so earnestly and so well to place the organization in keeping with modern times and necessities. Is it too early to make some formal recognition of the efforts of those men from whose wisdom and foresight came the present Constitution and By-laws of the American Association of Nurserymen? If the rank and file is still unconvinced and needs further time for bestowal of such recognition, well and good. But if the reports of the officials and committees and the general counsel at Milwaukee shall show real progress, is there need to wait longer? In our opinion the Association is to be congratulated beyond measure in the fact that within its membership are not only men who were quick to see the force of the suggestions which had repeatedly been made for a reorganization, but also men who as officials and active workers ably supported throughout the fiscal year the splendid start made in Detroit.

If the work of these men is appreciated we would like to hear the Association express that appreciation heartily and unmistakably.

### For Clean Nursery Practice

Repeatedly *American Fruits* has urged that the American Association of Nurserymen take up and vigorously prosecute the matter of dishonest practices in the nursery trade. One of the latest of these expressions was the editorial on page 40 of the February issue of *American Fruits* under the caption which heads this article. It was as follows:

In another column of this issue of *American Fruits* is an extract from an article in a farm paper discussing trees untrue to name and stating that some nurserymen "get by with some pretty shady business," depending upon the planter's aversion to publicity and the difficulty of establishing a case in court.

Is this kind of matter good for the nursery trade generally? Does it increase or decrease the planter's faith in nurserymen? If the statement quoted is not true, some nursery trade organization which can speak with authority ought vigorously to deny it. If there is a basis of truth for such a statement where does inaction in the matter leave the American Association? Can the national organization of nurserymen afford to allow that statement to stand without either denial that will hold or definite action looking toward the rooting out of practices in the trade which are an injury to all?

We have argued that in addition to an arbitration committee, an executive committee a paid attorney and a paid secretary, the Association should have machinery for ascertaining the truth of charges of malpractice against any nurseryman, whether a member of the Association or not, and for proceeding accordingly. This is important work and it would be expecting too much to expect a committee to devote the necessary time to investigation without remuneration. Therefore this work and much of the work of other committees should devolve upon a paid secretary who should devote all his time to the affairs of the Association.

Is it too early in the 20th century for the American Association to take up this work in behalf of clean methods in nursery practice? Some organization of nurserymen is going to do it eventually—why not now?

Our patience has been rewarded by this significant statement in the announcement concerning the Milwaukee convention, by Secretary Hall in another column of this issue:

**"The various papers to be read will all breathe the same spirit of effort to raise the moral and commercial ethics of the organization."**

**"The intention is to make a membership in the American Association a guaranty of all that is honest in the carrying out of contracts, the stock handled and in general business conduct."**

**"The dealer who follows the 'gold brick' methods and whose representations either to customers among the public or with his brethren in the trade is to reform or suffer elimination from the Association."**

That is excellent—straight to the point we made and in every way worthy of the aim of a national association of nurserymen seeking to uplift and maintain the character of the organization.

### The Latch String Is Out: There Is Yet Time

Many nurserymen throughout the United States who are not members of the American Association of Nurserymen will receive this copy of *The Nursery Trade Journal*, leading exponent of that Association. Through no other publication will they be able to obtain clear and definite ideas of the value of membership in the national organization.

The program is the chief argument we present in this particular issue. Can you afford not to be connected with an organization which discusses the subjects outlined in the schedule for the Milwaukee convention? But the program is not the only argument. Herewith is the concise summary of American Association benefits as presented repeatedly in previous issues of *American Fruits*. It is repeated here for the benefit of non-members. There is yet time. The latch string is out. Read the following and mail your application to the secretary. Not everyone who styles himself a nurseryman can obtain the privilege of membership. The benefits are becoming increasingly important and it is quite probable that the qualifications for membership will become increasingly defined. Listen:

#### WHY I SHOULD RETAIN MY MEMBERSHIP IN AMERICAN ASSOCIATION OF NURSERYMEN

#### TO MEMBERS OF AMERICAN ASSOCIATION OF NURSERYMEN:

1. It is the one organization representative of nurserymen of the United States, the one organization where the interests of all merge.

2. Under the new constitution it is an organization of comprehensive possibilities, organization, money, co-operations as provided under the Detroit constitution.

3. While the benefits emanating from the reorganized association will prove beneficial to the nursery interests as a whole, those benefits will be much greater to the membership than to the fellow on the outside. Today as not heretofore, the troubles of the membership, for instance along legislative lines, are the Association's troubles, and ample provision has been made for the protection of every member of the Association. Unjust and discriminating legislation in many states, coupled with the domineering spirit of "ye inspector" oftentimes, has been the nurseryman's "nightmare." Today the Association's flag of protection floats over every member. To feel

that the great American Association of Nurserymen is going to demand a square deal for every member, that the troubles of the individual member find a hearty response on the part of the Association brings a feeling the worth of which is inestimable. To feel one's self a part of a big, intelligent, capable organization inspires hope and confidence.

4. It is worth while to be a member of the American Association of Nurserymen because of the possibilities of service to others as well as to one's self. It is building along co-operative lines. There is more real satisfaction in serving than in being served. One man can accomplish little in working alone. Five hundred men, our present membership, can be a power when their energies are directed to a single purpose. Five hundred men unselfishly striving to better conditions in their chosen avocation will bring results. It means a greater volume of business and better profits than formerly. It means better and happier homes for the nurserymen. It means a more intelligent service. It means success.

5. It is worth while to be a member of the American Association of Nurserymen from a purely social point of view—one or five hundred of the biggest hearted, biggest brained men in the United States. If there were no other benefits, it is worth the cost to come in contact with the membership of the National Association because "I become a part of every man who comes in contact with me." No man can be satisfied with less than his best who mingles once each year with members of American Association of Nurserymen, in convention.

6. For these and many other reasons which could be enumerated, it is desirable that every worthy nurseryman in America retain his membership. The small additional cost under the new constitution is infinitesimal, the benefits incomparable. Every member of June, 1915, remains a member by subscribing to the provisions of the new constitution. The Association needs every worthy nurseryman in the United States, and every nurseryman needs the Association. There may be some feature of the work which you do not understand. Any member of the executive committee or the secretary, Mr. Hall, will be glad to enlighten you. There are many reasons why the 1916 convention at Milwaukee should be the greatest meeting ever held. It is most probable that it will be necessary to adopt amendments to constitution and by-laws from time to time. Whatever may be necessary to make this organization the most potent factor in the upbuilding of the nursery interests of America, with patience, with loyalty, and with courage, let us approach the task.

J. R. MAYHEW.

the growers half way when it comes to disposing of a crop, whether it happens to be short or abundant.

### Milwaukee Entertainment

Chairman T. J. Ferguson of the committee of arrangements for the A. A. N. convention, has provided an automobile ride which will surely please the members. Some other things are in view, especially an informal banquet or "smoker" on one of the last evenings. This will probably be in small parties at the hotel so that menus can be arranged as desired. The association is made up of persons of a variety of tastes and it is proposed to leave wide range for their gratification. The Good Roads association has promised to help the Merchants' and Manufacturers' association in arranging the automobile trip. The president, Mr. Jacobus, is a resident of Wauwatosa, Chairman Ferguson's city, and is co-operating heartily.

**"Quiet, continuous publicity, not a big splash and then silence, is what counts."—Sir Joseph Beecham.**

Secretary R. G. Phillips of the International Apple Shippers' association says there is prospect of a large crop of apples, pears, peaches and cherries. He says:

"You hear it said in various quarters frequently that the old orchards are fast failing, hence the increase from young orchards will just about balance the decreased yield in old orchards. But when it comes to averaging an old orchard against a young one, a lot of people do not take into consideration the fact that the majority of old orchards that are now going out contain only a few acres, while the young orchards that are coming into bearing run in size all the way from ten to 100 acres and some of them even larger. Modern methods also increase yields, with the apparent result that the apple crop of the country is bound to get larger and larger, and I was almost on the point of saying too large.

"Now I do not want to be misunderstood on this point. I am not altogether gloomy about prospects for continued prosperity of the apple growers of the country, because I believe they are conservative enough to put the brakes on before the entire country is set out to one big orchard. I believe they are putting those brakes on now. Orchard planting has taken a slump for the last two or three years in distinct reaction from preceding years when people seemed to have gone wild. As a matter of common sense, we can have too many orchards and grow too big crops of apples just as you can overdo any line of production. Some orchard is a step toward prosperity; all orchard is a long start toward disaster. But again I say people are beginning to use sense in the matter and the check on too enthusiastic orchard planting has been applied.

"Another phase of the apple business that aggravates the tendency to overproduction is the insistence in barreling inferior stock. What I mean by inferior stock is apples that should find their market outlet through the evaporator or cannery or even cider mill."

#### Special Train To Milwaukee

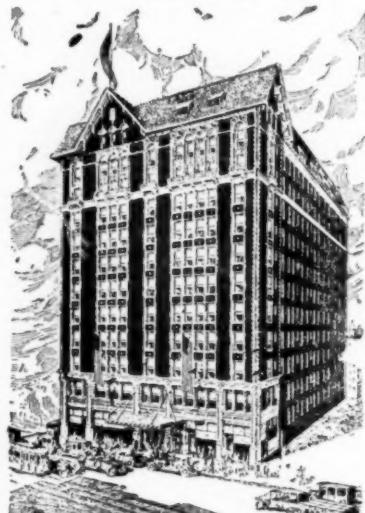
E. S. Osborne, of the Charlton Nursery Company, Rochester, N. Y., is endeavoring to arrange for a special train to run out of Rochester to Milwaukee, for the convention, with the expectation of obtaining at least one hundred passengers. He hopes to arrange for one or more sleepers to leave Boston in ample time to be hitched on to the nurserymen's special train at Rochester and will pick up the different nurserymen east of Rochester. In this way Mr. Osborne hopes to get enough members and their friends to make up a special train. Anyone interested may write Mr. Osborne at 448 Cutler Bldg., Rochester, N. Y.

A dispute regarding the use of nursery business titles containing the name Stark is before a referee in the St. Louis Court of Appeals.

The Benton Harbor, Mich., Chamber of Commerce has made extensive plans for advertising the Michigan fruit belt.

The passenger traffic department of the Wabash railway has issued a folder describing 10,000 acres of farm and pasture lands in Warren and Montgomery counties, Missouri, within 70 miles of St. Louis, at prices from \$5 an acre up.

Agler & Musser Seed Co. of Los Angeles, Cal., were the first to offer trees of the Lue Gim Gong orange. It is fully described in their catalogue. Their trees are two years old from buds, the buds having been procured from the original tree at DeLand, Fla. They have yet only 50 trees in stock. The price asked is \$5.00 per tree.



HOTEL WISCONSIN  
Milwaukee, Wis., Headquarters American  
Association Nurserymen Convention

Tennessee nurserymen report that there was very little stock to go to the dump this year. There is a more general line of ornamental stock being planted this year in the South than ever before. Evergreens are growing more popular every year, and most of the nurserymen are putting out a wide variety of conifers. Several of the new broad-leaved evergreens are in heavy demand.

A despatch from Marquette, Mich., says: W. F. Raven, upper peninsula extension specialist, has disposed of the 200 peach trees received from the Monroe nursery. There was a great demand for the trees, which are of the "Marquette Peach" variety, so named by the United States department of agriculture, and Mr. Raven could have sold twice as many if he had been able to get them.

#### At the Close of the Fiscal Year

The publishers of *American Fruits* thank the Nursery Trade for the splendid support it has given this trade publication and for the many expressions of appreciation of what the magazine is earnestly trying to do. It is an encouragement toward continued and increased effort to provide a thoroughly representative medium for an industry whose importance is enlarging rapidly. We cordially invite free expression of opinion in the interest of the trade through these columns and promise hearty co-operation in all that makes for the welfare of the industry.

#### Advertising Value

A. C. G. Hammesfahr, "Collier's Weekly": "If a publication has readers who are enthusiastic about it editorially, who believe that its advertising principles are right and who are financially able to purchase the advertised goods that appeal to them, then there is no question about the value to the advertiser of such a circulation."

Foster Gilroy, "Puck": "It seems to me that the value of an advertising medium increases in exact ratio with the importance with which the readers of that particular periodical view it. In other words, I believe that a hard-shelled old deacon who saw the same advertisement in "Puck" and in the "Churchman" would mention the latter publication in writing to the advertiser, even though his first impression of the advertisement was obtained through the pages of "Puck." This human impulse, to favor the thing which is nearest to you, would seem to place the burden of advertising productiveness squarely upon editorial influence."

#### Strawberry Crop Report

The U. S. Bureau of Crop Estimates reports on May 2, 1916, a strawberry acreage in the country of 111,543 acres as against 93,155 acres in 1915, an increase of 19.7 per cent.

Recent publications: Nebraska Horticulture, J. R. Duncan, secretary Nebraska State Horticultural society; Western New York Horticultural Society Proceedings, 1916, John Hall, secretary; Transactions Massachusetts Horticultural Society 1915, Part II, William P. Rich, secretary; Peninsula Horticultural Society Transactions 1916, Wesley Webb, secretary; Ohio Horticultural Society, F. H. Ballou, secretary.

## Get Your Copy In Early For Nursery Trade Bulletin

(OUT ON JUNE 15th)

**IF YOU OVERLOOKED ADVERTISEMENT  
FOR THE CONVENTION NUMBER OF  
"AMERICAN FRUITS" YOU CAN STILL  
REACH THE TRADE THROUGH THE  
"BULLETIN", BEFORE THE MILWAU-  
KEE MEETING. LAST CALL FOR ANTE-  
CONVENTION ANNOUNCEMENTS.**

Forms close June 12

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39 State Street, Rochester, N. Y.**



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headquarters

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The census bureau reports that canned fruits to the value of \$24,897,174, dried fruits, \$34,771,912 were produced in 1914 in the United States, an increase of 96 per cent in the case of the former and 56 per cent in the case of the latter in a period of five years.

Retiring Secretary F. H. Ballou, Ohio Horticultural society says: "Appreciating to the fullest possible extent the courtesy, generosity and good will of the officials of the Ohio Experimental station, the executive committee of the society has exercised excellent judgment in meeting the emergency by appointing as our new secretary Prof. R. B. Cruikshank of the extension department of Ohio State University, Columbus, Ohio. Prof. Cruikshank needs no introduction to the horticulturists of Ohio, for he is already widely known and his sterling character and splendid abilities well recognized and highly appreciated. As a matter of course the wisdom of our executive committee will be heartily endorsed by our membership at the next regular annual meeting of the State society, by electing Prof. Cruikshank for the year 1917."

On May 1, 437 firms reported to the Federal Office of Markets a cold storage holding of 1,005,219 barrels of apples which was 92 per cent greater than the holdings on May 1, 1915.

British import restriction on fruit is to be partially removed October 31.

# C. M. Hobbs & Sons Nurseries ARE A CENTURY OLD

Established Early in 1800

**The Biggest Nursery Concern  
in Indiana—Strong on  
Ornamentals**

#### Brief History of Development

The C. M. Hobbs & Sons Nurseries of Bridgeport, Ind., had their beginning in Washington Co., Ind., when early in 1800, Dr. Benjamin Albertson came from North Carolina and settled near Salem and commenced the growing of a few fruit trees. Later he was succeeded by his son, Oliver, who eventually became extensively engaged in a general nursery business. In 1875 he removed to Bridgeport, Ind., carrying on a small nursery business with C. M. Hobbs as foreman.

A few years later on, at the death of Oliver Albertson, his son, Emery, and C. M. Hobbs succeeded to the business. Under their management a large retail and wholesale business was established. In 1907 C. M. Hobbs took over Mr. Albertson's interest in the business and formed the company of C. M. Hobbs & Sons, the firm consisting of C. M., O. A., H. W., and Fred Hobbs.

In recent years the Shade, Evergreen, Shrub and Perennial business has developed rapidly, until one-half of the 312 acres is planted to these. The soil is sugar tree loam, thoroughly tiled and manured and with modern methods of cultivation and care, as fine stock is grown as can be found anywhere.—Advt.



BLOCK OF 1200 TWO-YEAR TRANSPLANTED NORWAY MAPLES IN NURSERIES  
OF C. M. HOBBS & SONS, BRIDGEPORT, IND.  
Trees 6 x 4 Feet. One of Their Specialties. Over 50,000 Grown on Their Grounds at  
This Time.



COMING TWO-YEAR OLD SWEET CHERRY IN NURSERIES OF C. M. HOBBS & SONS,  
BRIDGEPORT, IND. VIEW IN BLOCK OF 200,000 SWEET AND SOUR VARIETIES. Photograph Taken May 20, 1916

Fall 1916  
**J. H. Skinner & Co.**

TOPEKA, KANSAS

Apple Seedlings  
Pear Seedlings  
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Fruit Trees Small Fruits  
Grapes Rhubarb,  
Myatt's Linnaeus,  
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**PEACH**  
For Delivery in Fall  
1916 and Spring 1917

We Offer Our Surplus at Close  
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**Michigan Peach**

Carefully Grown      Perfectly Graded

THE MICHIGAN NURSERY CO.

WINKWORTH & SONS

Monroe, Michigan

**At Wholesale**

Budded and grafted Pecan Trees in Schley, Stuart, Success and Frotscher. We specialize on wholesale trade. Write for prices.

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Lockhart, Alabama

**APPLE, PEACH, PEAR  
AND STRAWBERRY**

In heavy surplus at Right prices

The Wolverine Co-Operative Nursery Co., Ltd.  
PAW PAW, MICH.

**D. H. HENRY, Seneca Nurseries**  
Geneva, N. Y.

APPLE, STD. & DWF. PEAR, PLUM, CHERRY,  
PEACH, QUINCE, APRICOTS, SMALL  
FRUITS, ORNAMENTALS, ETC.

Write for quotations

**At the Convention**

**Representatives**

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**O. F. KILHAM**

Hold your orders on Top Notch Berberry Thunbergii Seedlings, California Privet, Peaches, Apples, Ornamental Shrubs, H. P. and Climbing Roses. Let us have a quiet talk with you. Badge No. 121

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We Have the Very Best

APPLE, PLUM, PEAR, PEACH, QUINCE  
APRICOT, Currants, PRIVET, ROSES  
SHRUBS, AND ORNAMENTAL TREES.

**SPECIAL ATTENTION** given to  
dealers' orders

Let us quote you on Car-load Lots

**MANEY & SAYRE INC.**  
WHOLESALE NURSERIES  
GENEVA, N. Y.

**NEW PEACH—WILMA.** Originated in the famous peach belt at Catawba Island, Ohio. Selection from several thousand Elberta seedlings, several hundred of which were tested in orchards. An Elberta type of peach both in foliage and fruit, but one week later. Heretofore our stock has been used in the vicinity where it originated. Offered to trade in limited quantity.

W. B. COLE, Painesville, O.

**KNOX NURSERIES**

**Cherry Trees**

One and two years old. The best the market affords

**H. M. Simpson & Sons,**  
VINCENNES, IND.

**Portland Wholesale Nursery Co.**

Rooms 6 and 7, 122 1-2 Grand Ave.  
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Wholesalers of  
Nursery Stock and Nursery Supplies  
A very complete line of Fruit and Ornamental  
Trees, Shrubs, Vines, etc.

**SPECIALTIES**  
Clean Coast Grown Seedlings, Oregon Champion  
Gooseberries and Perfection Currents

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Are you preserving your copies of **AMERICAN FRUITS**? The frequent requests for back numbers of this publication clearly indicate the special value resulting in keeping files of the journal intact. A simple and convenient way to do this is by means of the Binder we supply at 75 cents in litho boards and \$1.50 in full black cloth. Volumes are indexed and thus a history of Commercial Horticulture is at hand at all times for reference.

**E. P. BERNARDIN**  
**Parsons Wholesale Nurseries**

**Parsons, Kansas**

ESTABLISHED 1870

**Early Harvest & Kenoyer B. B.** Fine root  
grown plants in quantity.

**Peach and Jap Plums.** For those wanting  
fine stock for retail trade.

**Compass Cherry.** Large supply of one year  
trees.

**Shade Trees.** Fine assortment, all sizes.  
Price right.

**Fine Blocks.** Ornamental Shrubs and Ever-  
greens grown especially for Landscape  
work.

Have you your copy  
American Fruits  
Directory of Nurserymen?  
1915 Edition

**ARE YOU INTERESTED**

In choice young ornamental Nursery Stock  
for transplanting lining out, or mail orders?  
If you are, get next to our Trade List of  
genuine bargains, in Oriental Planes, Nut  
Seedlings, Oaks, Ash, Catalpa Speciosa,  
Honey and Black Locust, in large quantities,  
besides hundreds of other varieties, both  
deciduous and evergreen. Peach Trees,  
Dahlia Bulbs, etc., etc.

**ATLANTIC NURSERY CO., Inc.**  
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WANTED—Tree Seeds of all kinds

Just say you saw it in **AMERICAN FRUITS**.

**L. F. DINTELmann**  
Belleville, Ill.

Peony Roots: Home grown and imported  
Gladiolas Bulbs: Ten leading varieties  
Apple, Peach, Cherry, Pear and Plum Trees

Let me quote you prices

## Interesting History of America's Apple Pioneer



Indiana State Horticultural Society  
Monument to John Chapman,  
"Johnny Appleseed"

ONE day early in the spring of 1801 as Isaac Stedden worked in the clearing near his cabin in Licking County, Ohio, he saw a strange-looking traveler approaching on horseback. Travelers were rare in those days, and notwithstanding the odd appearance and manners of this man, Mr. Stedden offered him the scant courtesies of his cabin. He remained only a few days and had little to say of himself or his destination, but while he tarried as a guest he talked chiefly of planting apple trees so that the settlers might have other food than the wild meat and fish found in the forests and streams. He took from his saddle-bag a quantity of apple seeds and planted them about the cabin and then departed.

Five years later another settler, who had cleared away the forest and built a cabin on the banks of the Ohio river, a little above what is now Steubenville, saw a queer craft coming down the river. It consisted of two canoes lashed together. A lone man was the "crew." He was oddly and scantily dressed, barefoot, and he wore for a head covering, or hat, a tin pan. This, it was

found afterwards, served the dual purpose of hat and stew pan in which he cooked his food—cornmeal mush and coffee.

He informed the settler that his name was John Chapman and that the cargo in his canoes consisted of bags of apple seed, which he had gathered about the cider presses in New York and Pennsylvania, and that he intended to plant them and grow apple trees for the settlers. He set about his work at once. Following the streams and their tributaries he stopped and planted apple seeds wherever he found suitable ground for a nursery. He enclosed these spots with fences made of brush. Each year he returned to care for the growing trees and to plant new nurseries. When settlers came he urged them to plant trees and advised them as to what varieties to plant. It is said that his favorite apple was the Rambo. A substantial proof of this is disclosed by the fact that this particular apple was afterwards found on nearly every farm in the region traversed by this pioneer nurseryman.

He kept ahead of the settlements and each year planted apple seeds farther west. In this way he covered most of Ohio and came far into Indiana. For more than forty years he kept steadily at his work, and doubtless there is no other region in the United States where the early settler planted so many fruit trees as were grown in Johnny Appleseed's territory. There still remain many old orchards bearing fruit on trees taken from the Appleseed nurseries. "The good that men do lives after them."

Probably the most nearly authentic account of John Chapman and his work is found in the *Historic Annals of Ohio*, published by the Ohio Archeological and Historical Society in 1861. It is there stated that he was born in Massachusetts in 1775. Little is known of his early life except that he loved nature and that he was markedly unselfish. His half-sister, who survived him, related many beautiful stories of his boyhood days. He loved the undisturbed forests. The sight of flowers on the open prairie was a feast to him. He looked upon all nature as his friends. He was never known to injure or to kill any living thing except one rattlesnake, and that he always regretted.

After he came to Ohio his mission in life seemed to be to plant apple trees and teach

### An Appreciation The Indiana State Horticultural Society

being desirous to pay a just tribute to  
**John Chapman**

(known as Johnny Appleseed.)

and to acknowledge with profound gratitude his work as a horticulturist, have written their names on this parchment roll and now deposit it in this crypt, where it will remain as an everlasting testimonial to the memory of the man who brought to this country the apple and taught the early settlers how to grow it.

He did more. He brought with the apple seeds a religion of love, and scattered as broadly and as thoroughly as he did the apple seeds. It was his hope that the two would grow together. It is with due reverence and deep gratitude that we subscribe our names.

Swedenborgian religion. His frequent visits to the settlements were looked forward to with delight and no cabin door was ever closed to him. To the men and women he was news carrier and oracle. To the children he was friend and playfellow. He taught the boys to make sleds and wagons. To the little girls he brought bits of ribbon and bright calico. He appreciated the loneliness of pioneer life and made it brighter wherever he could. He carried always a leather bag filled with apple seed and was constantly planting them in open places in the forests, along the roadways, and by the streams. He soon was known as the "apple seed man," and later his real name, John Chapman, seemed to disappear altogether and the name "Johnny Appleseed" was the only name by which he was known.

Friday, May 5, 1916, the Indiana Horticultural Society met in Fort Wayne and unveiled a monument in Swinney Park to commemorate the work of this quaint character. The monument is a huge field boulder eight feet high and five feet wide at the base. It bears a large bronze tablet with a bas-relief of Johnny Appleseed in the act of

Continued on Page 148



Scene at the Dedication of the Monument to John Chapman, "Johnny Appleseed," Sweeney Park, Fort Wayne, Ind., May 5, 1916



# General Condition of Country's Fruit Crop

The general condition of the fruit crop of the country is most favorable and of unusual promise, according to a special committee of the Chamber of Commerce of the United States of which A. W. Douglas, of St. Louis, is chairman. The survey was completed May 6 and applies to all kinds of fruit practically, with the exception of peaches, which, it is said, have suffered severe damage from frost and cold in many sections.

One of the compelling causes this season of the high condition of fruit is said to be the increased attention paid its culture, especially in pruning and spraying the trees. It is now generally recognized among all the commercial growers of fruit, according to the committee, that success is impossible without close attention to both of these methods, and that the results from their use far outstrip the expense involved.

The yield of strawberries, blackberries and other small fruit trees, promises this year to exceed all records, the committee reports. This favorable condition is widespread wherever these fruits are grown, and this practically takes in most of the United States. There are scattered reports of damage by dry weather on the eastern coast of North Carolina, of some slight damage by cold and frost in different sections, of too much rain in California at critical periods, according to the committee, and of too much dry weather since, but in general forecast is for an abounding yield. As a matter of fact, shipments from territories as far north as Missouri are already very heavy.

A similar story is that of cherries, of which the general product is much more wide-spread and of greater importance than is said to be generally realized. In some scattered sections in North Carolina, Arkansas, Illinois and Virginia there was some damage by cold early in the season, but as a whole the outlook is for probably the greatest production in many years.

Cherries are of much commercial importance in some sections, particularly in portions of Washington and California, and some sections of the Middle West. Cherries are grown successfully as far south as Florida and as far north as Minnesota, or practically within the limits of the United States. They are shipped largely from some sections—particularly from the Pacific coast.

The apple crop, the most important of all fruits in its commercial value, has the promise of a large production, the commit-

tee declares. This good condition is widespread, with of course exceptions here and there, as it was a little too dry in California in some spots, a little too cold in a few sections, and there was damage by frost in some portions of West Virginia and Pennsylvania, and also in Oklahoma and Kansas. As a whole, however, the National Chamber of Commerce committee believes, the outlook is for one of the largest apple crops ever raised.

The outlook for citrus fruits is said to be very cheering. Rain is needed in Florida, according to these reports, though the trees for the new crop are blooming well, while in California, Arizona and Texas there is the promise of a very heavy yield. Likewise in California the apricot crop, one of local importance, varies in its promise of from one-half to three-quarters of a normal production.

The yield of peaches will unquestionably be much less than last year, owing to very great damage wrought in the spring by severe cold and frost.

The condition of pears is extremely spotted throughout the country, being like peaches, very poor in Kansas, Oklahoma and most of Missouri, good in the eastern states and very good in the central West and on the Pacific coast. The outlook is also for a fairly large crop of plums this year, and these have their principal commercial value in the Pacific Coast States for use as prunes.

While definite statistics as to the commercial fruit crop as a whole are almost impossible to get, the committee says, the best estimates are that in a year like that which now seems ahead of us, the growers of fruit for commercial purposes will probably receive for their production something like \$400,000,000.

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.—H. Dumont, Chicago, Ill., in Printer's Ink.

Just say you saw it in  
AMERICAN FRUITS.

**America's Apple Pioneer**  
(Continued from Page 146)  
planting an apple tree and the following inscription:

"Johnny Appleseed"  
(John Chapman)

Born in Massachusetts, 1776

Died near Fort Wayne, 1845.

Buried in the David Archer cemetery. Pioneer apple grower of Indiana and Ohio. The Indiana Horticultural Society and all those who are endeavoring to carry on the work he nobly commenced join in dedicating this monument to the memory of his deeds.

Simple exercises were held at the unveiling of the monument. William Walton, La Porte, Indiana, President of the Indiana Horticultural Society, presided and made the opening address. Mayor William E. Hosey of Fort Wayne, accepted the responsibility of the future care of the monument for the city. Eight hundred school children then sang several songs, some of which were especially composed by Miss Ruth Caldwell of the Ft. Wayne schools, commemorating the deeds of Johnny Appleseed. Dr. Alfred Vivian, dean of the Ohio Agricultural College, told of Johnny Appleseed's wanderings over the plains of Ohio and Indiana and of the great good he did in thus sowing the seeds of our present day pomology. Prof. C. G. Woodbury, Chief in Horticulture, Purdue University, placed several documents of historical value in the monument crypt, the most important of which was an appreciation engrossed on parchment and signed by the officers of the society. Mr. E. R. Smith of Indianapolis made the unveiling address and read a letter from Senator Stephen B. Fleming, whose generosity made possible the erection of the monument. The stone was then crowned with a large wreath of apple blossoms made from blooms from one of the original Johnny Appleseed trees and the base covered with blossoms from a crab tree which is growing in the dooryard of the old Worth homestead where Johnny Appleseed died. Johnny Appleseed brought the apple to the great northwest territory and the Indiana Horticultural Society is to be congratulated for its work in bestowing this belated honor to one who was most instrumental in spreading the cultivation of the king of fruits—the apple.

The American Association of Nurserymen met in Milwaukee in 1902 under the presidency of Charles A. Ilgenfritz, Monroe, Mich., and in 1908 under the presidency of Charles J. Brown, Rochester, N. Y.

## Bailey's New Standard

## Cyclopedia of Horticulture

On Easy Terms. Prospectus Free

American Fruits Pub. Co., Rochester, N. Y.

## PEACH SEED

Reports from the mountains, where the natural seed are gathered, are to the effect that there will be not more than 10 per cent of a crop this year. We therefore suggest that you make arrangements for your supply at an early date.

Prices and samples on request

**J. VAN LINDLEY NURSERY CO.,  
POMONA, N. C.**

**EVERGREENS  
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Nurserymen who have heretofore depended on Europe for their young Evergreen plants can now be assured of a good reliable source of supply right here in America, and we solicit the opportunity of quoting on your requirements.

"Made in U. S. A." and "American Stock for American Planters" should, from now on, more than ever, be the slogan of American Nurserymen, for it means "money saved in the long run" to start with nice, strong, sturdy, vigorous American-grown stock which has been produced right here in America.

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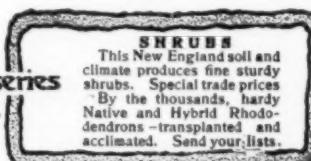
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"You are issuing a splendid Journal, covering the news of the trade from coast to coast."—E. S. WELCH, President American Association of Nurserymen.

## Arousing Texas Nurserymen To Action

**A**T a conference between the writer and President Will B. Munson, recently, it appears that it is high time for Texas nurserymen to rally and get busy for the next year's campaign.

The clouds caused by the European and Mexican wars together with successive poor crop years, are lifting, times are brightening up from the industrial standpoint, and while some wreckage among nursery interests appear, for most part the nursery business of the country is in a good healthy condition, with fine opportunities for advancement. The nurserymen who have "sat tight in the boat" are now in the open, clear of the rocks, and with characteristic diligence may share in the general prosperity dawning upon our land. There are especial advantages now developing. It is incumbent upon us to be alert to discern and to take advantage of every new opportunity, cultivating and meeting every new demand, and avoiding every untoward tendency.

Just look for a moment at some of the things challenging the attention and activities of the nurserymen of Texas:

First—The annual convention of the Society of American Florists and Ornamental Horticulturists is to hold its annual convention in Texas, at Houston, this season, an honor not only to the florists, but also to the nurserymen, and to all the people of Texas and the Southwest.

The State Florists, R. C. Kerr of Houston, president, (who is also vice-president of the American Association) are responsible for securing this great convention for Texas, and they are doing everything possible to make the convention a success. The nurserymen of Texas owe it to the floral societies as well as to themselves to co-operate fully in this enterprise. The nurserymen should have exhibits on the exhibition grounds now being planted. A letter to R. C. Kerr, Houston, will get all the needed information.

Second—The American Association of Nurserymen, the Big Twin Brother of the American Florists' Association, full of life and vigor, meets in June at Milwaukee. This association is making some wonderful

strides of progress, and challenges the full co-operation and activities of the state and district associations and of the individual nurserymen as well. Radical changes in the basis of their operation have been inaugurated by which the association will have funds adequate for increased facilities and power for good and we are proud to say that these changes and improvements were proposed and put through by one of

J. Horace McFarland, Harrisburg, Pa., president, is carrying on a most potential campaign of "Country Planning" along similar lines to their campaign for "City Planning" which has proven beneficial. Heading this division of the work are such men as Prof. F. A. Waugh, Amherst college, chairman; Hon. George B. Dealey of the Dallas News, Dallas, Texas; Dr. Wilhelm Miller, Urbana, Ill., and other leading civic improvement workers. The booklet "Country Planning," written by Prof. Waugh and outlining some of the purposes and plans of the movement, is a strong document, very interesting and instructive. It may be secured by sending 25 cents a copy to R. B. Watrous, Secy., Union Trust building, Washington, D. C. Every nurseryman in Texas and the United States should post himself and line up with this committee in this "Country Planning" campaign.

Fourth—The nurserymen's field is a broad one; there is room for exercising the broadest optimism and most astute business abilities. Our depleted orchards both home and commercial need rebuilding, there was never a better time to plant and properly maintain commercial orchards than now. The aesthetic tastes and requirements of our people are calling as never before for well adapted, successful ornamental trees, plants and processes. The nurseryman is supposed to set the pace and lead off in all of these civic movements. Are we nurserymen doing our full duty?

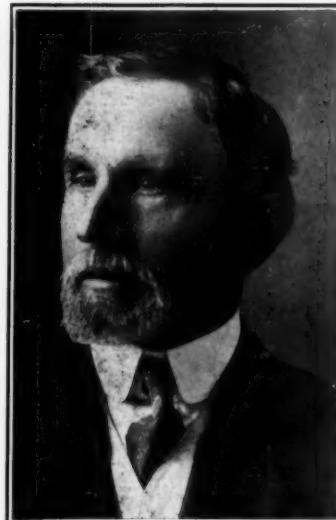
Fifth—Let every nurseryman of Texas, Oklahoma and Louisiana join the Texas nurserymen's association by application to the secretary, because we can better accomplish the splendid tasks before us thus united than by the old plan of "everyman for himself."

The midsummer meeting is to be at College Station in the latter part of July, during the Farmers' Congress convention. This meeting will be preparatory to our regular annual meeting in September.

JOHN S. KERR, Secretary,  
Texas Nurserymen's Assn.

Sherman, Texas.

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JOHN S. KERR, Sherman, Tex.

our own Texas nurserymen. Texas by the way has some of the best nursery talent as well as the best florist talent in the United States. Let us stand solidly behind our standard bearers and let them feel our united support, and they will "make good" under all conditions, never fear. Texas is fast coming to the front as a factor in the national life of both the florist and the nurserymen of our time. It is up to you, my brother nurseryman and florist, individually, to awake to your own responsibilities in these great progressive movements.

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## Ben Davis The Leader

U. S. Dept. of Agriculture Statistics for the 1915 apple crop: "More Ben Davis apples were produced last year than any other variety, the estimate being 11,100,000 barrels (of 3 bushels) or 14.5 per cent of the crop. Baldwins ranked second, with 8,312,000 barrels or 10.9 per cent, and Winesaps third, with 5,545,000 barrels, or 7.3 per cent of the total crop. Of the total crop produced, about 65 per cent was sold, varying by varieties from 77.7 per cent of the crop of Tompkins Kings sold to 42.7 per cent of Limbertwigs which were sold by producers.

"The variety receiving the highest average f. o. b. harvest price is the McIntosh, being \$2.50 per barrel, seconded by the Yellow Newton at \$2.40. The variety receiving the lowest price is the Limbertwig, \$1.41 per barrel, but closely followed by the Ben Davis at \$1.42. These estimates are United States averages, based upon reports from a large number of apple growers and specialists to the Bureau of Crop Estimates.

"About 18 per cent of the crop was classed as 'summer' apples, 25 per cent 'fall' and 57 per cent 'winter' apples.

"Nearly 15 per cent of last year's apple production was wasted or eaten by live stock; 19 per cent was consumed on farms for human purposes, other than cider; 10 per cent was used to make cider, and 56 per cent was sold from farm or orchard (excluding that used for cider). These figures are estimates based upon reports from a large list of apple growers and specialists to the Bureau of Crop Statistics.

"If these percentages be applied to the estimated total production of apples last year, 76,670,000 barrels, it would indicate that 43,117,000 barrels, or 129,000,000 bushels, were sold from farm or orchard, except for cider; 22,000,000 bushels used for cider; 45,000,000 bushels consumed for human use on farms, except for cider, and 34,000,000 bushels wasted or eaten by live stock."

Exports and nursery stock from Havre, France to the United States in 1915 were valued at \$15,252; in 1914, 29,697; loss by war 50 per cent.

The annual harvest of the Ozark country strawberry will require thousands of berry pickers according to advance notices which are being sent out by the secretaries of the associations of the district which have charge of the picking, packing and marketing of the berries. It is estimated that about 5,000 pickers will be needed to handle the berries when the season opens.

Special inducements of free camping grounds, with tents or houses, fuel, pasture for stock and 48 cents a crate for picking are being offered. At this price an average picker can make from \$2 to \$3 a day and may make much more.

Santa Barbara, Cal., advices state that over 20,000 fruit trees have been set out on the Cuyama valley during the past few months.

The Chautauqua Fruit Growers' and Shippers' association has been organized by Chautauqua county, N. Y., apple growers. This is designed as a co-operative association to purchase orchard tools and supplies and market the apple crop. J. H. Palmer is president; A. Lincoln Gleason, vice president; A. H. Appleby, secretary and treasurer. Many pledges for the capital stock have been received.

Proceedings have been instituted in Circuit Court in Louisville, Ky., by six stockholders of the Kentucky Nurseries company seeking to have a receiver appointed to manage and control the affairs of the company for the benefit of all stock holders. The plaintiffs to the petition are C. T. Meredith, Forrest Gabbert, Jesse Clemon, Bennett H. Young, J. Henry Stoeppler and Mrs. Louisa Goettel.

A car of five-tier Winesap apples, sold late in April by the Horticultural Union at North Yakima, Wash., at a price which means \$2.15 per box here. The carlot was part of a shipment which had been seized by the British government and detained for a couple of weeks.

## Incorporations

John S. Kerr Nursery Co., Sherman, Texas, has been incorporated with \$1,000 capital stock by John S. Kerr, D. S. Thompson and W. L. Hay.

Princess Fruit company, Charleston, W. Va. Capital \$10,000. Incorporator: T. C. Gilmore of Charleston.

Niles Nursery Co., Niles, Mich., \$25,000.

The Lookout Nursery, Chattanooga, Tenn., has filed application for a charter, capital stock, \$10,000.

Greencastle Orchard company, Indianapolis; capital, \$50,000; orchards; directors, Arnold Fuchs, Edward O. Hind, William Wetz.

The Sundale Orchards company, Sundale, Wash., \$40,000. J. R. Shepard, E. T. Barnes, Frank W. Power.

## Personal

R. B. Cruickshank, connected with the Ohio State university, succeeds F. M. Ballou as secretary of the Ohio Horticultural society.

E. A. Riehl, Alton, Ill., last month received from a Maryland grower 83 varieties of strawberry plants to be used by him on his experiment farm in behalf of the Illinois Horticultural society.

E. H. Mote of the Welikit Nurseries, has sold his interest in the nurseries and Treasure Island, Florida, to the Schmidtman interest for the sum of \$250,000. The holding will be incorporated under the name of the "Treasure Island Nurseries," capitalized at \$500,000.

C. A. Barnes and W. A. Carroll forming the Barnes-Carroll company, agents for Greening Nurseries, Jackson, Mich., have dissolved partnership. C. A. Barnes continues the business.

The article in the April issue of *American Fruits* by Thomas A. McBeth, Springfield, Ohio, on "The Propagation of Coniferous Evergreens from Cuttings," was an address by Mr. McBeth before the Southern Nurserymen's association.

## Obituary

George H. Moody, a well known citizen of Lockport, N. Y., who was identified with the nursery business all his life, died on April 26 at his home, 555 Pine street. Mr. Moody was born in Penfield, March 15, 1838, and was educated in the Lockport schools and Niagara academy, Niagara Falls. He began business with his father and continued until the latter's death in 1891. After this the business was retained under the name of E. M. Moody & Sons, the other members of the firm being a brother, Edward M. Moody. He was a member of the Masons, a trustee of the Farmers' and Mechanics' Savings Bank of Lockport, and a member of the Western New York Horticultural society. He is survived by a widow, a sister and brother.

Alfred Mittig died May 7 in San Jose, Cal., aged 58. He was born in England, came to America in 1877 and founded the Berrydale Experiment Gardens, Holland, Mich., specializing in small fruits. Some years ago he removed to California, where he devoted special attention to the culture of the calla lily.

George H. Raymond, aged 89, died at his home in Battle Creek, Mich., on May 6. For a quarter of a century he was in the nursery business, retiring 17 years ago.

W. L. McKay, well-known nurseryman of Geneva, N. Y., and prominent National Guardsman, died suddenly May 25.

The name of the Florida Nursery and Trading Co., Lockhart, Ala., has been changed to Harlan Farms Nursery. The nursery is at Paxton, Fla.; the post office is Lockhart, Ala. D. D. Murphy is president; W. S. Harlan, vice president; Mark Lanier, secretary and treasurer. The nursery comprises 235 acres and is devoted to pecans.

The value of the annual orchard products of the United States reaches a total of \$140,000,000.

On April 28 the Consolidated Federal and State Employment Bureau, Kansas City, Mo., received a call for 5,000 strawberry pickers for Newton county, Mo.

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### Cherry Trees

### Cherry Trees

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Try our 11-16 up One Year. Ask for sample.

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Hardy Budded Northern Pecans and English Walnuts.

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5000 Ford  
6000 Fox  
7000 Francis  
5000 Greensboro  
15000 Hieley  
10000 Iron Mountain  
4000 Krummell's  
4000 Mayflower  
15000 Ray  
10000 Salway  
5000 Slappey  
7000 Smock  
4000 Stump

### APPLE—3 Year—Budded

5000 Baldwin  
1000 Gano  
5000 M. B. Twig  
3000 Stark  
5000 Stayman  
5000 Winesap  
10000 York Imperial  
5000 Yellow Transparent  
5000 Wm. Ely. Red  
1000 P. W. Sweet

### APPLE—2 Year—Budded

2000 Baldwin  
1000 Duchess  
2000 Gano  
1000 Gravenstein  
2000 Jonathan  
1000 King  
2000 M. B. Twig  
2000 McIntosh  
2000 Northern Spy  
2000 R. I. Greening  
2000 Rome Beauty  
2000 Northern Spy  
2000 R. I. Greening  
2000 Rome Beauty  
2000 Stayman

### APPLE—1 Year—Budded

1000 Baldwin  
1000 Ben Davis  
10000 Delicious  
4000 Duchess  
4000 Fameuse  
1000 Gano  
2000 Gravenstein  
7000 Grimes Golden  
1000 Jonathan  
3000 M. B. Twig  
10000 McIntosh  
4000 Northern Spy  
6000 R. I. Greening  
3000 Rome Beauty  
15000 Stayman  
5000 Wealthy  
15000 Wm. Ely Red  
2000 Winesap  
3000 Winter Banana  
15000 Yellow Transparent  
2000 York Imperial

### NORWAY MAPLES

2000 6 to 7 ft. ½ inch  
5000 7 to 8 ft. 1 inch  
5000 8 to 10 ft. 1 to 1½ inch  
15000 10 to 12 ft. 1½ to 2½ inch  
15000 12 to 14 ft. 1½ to 2 inch  
15000 14 to 16 ft. 2 to 2½ inch  
10000 2½ to 3 inch  
5000 3 to 3½ inch  
1000 3½ to 4 inch  
500 4 inch  
200 5 inch  
100 6 inch

### SHADE TREES

Ash, Black, 1 to 6 inch  
Catalpa Speciosa, 1 to 3 inch  
Elm, American, 1 to 6 inch  
Ginkgo, 1 to 2 inch  
Horse-Chestnut, 2 to 3 inch  
Locust, Honey, ½ to 1 inch  
Locust, Black, 1 to 4 inch  
Maple, Silver, 1 to 6 inch  
Maple, Schwedleri, 1½ to 2½ inch  
Maple, Ash Leaf (Box Elder) 1½ to 3 inch  
Maple, Sugar, 1 to 2 inch  
Oaks, 1 to 6 inch  
Plane, Oriental, 1 to 4 inch  
Walnut, Black, 1 to 2 inch  
Weeping Willow

### EVERGREENS

Arborvitae, American, 2 to 3 ft.  
Arborvitae, Oriental, 4 to 7 ft.  
Hemlock, Canadian, 2 to 4 ft.  
Spruce, Colorado Blue, 2 to 6 ft.  
Spruce, Norway, 2 to 6 feet  
Spruce, White, 3 to 7 ft.

### MISCELLANEOUS

Boxwood Dwarf Globular Pyramidal  
Barberry Thunbergii, all grades  
California Privet, all grades

Ask for a complete list of fruits and ornamentals. VISIT OUR NURSERIES

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